

SYSTEM AND METHOD FOR A UNIFORM WEBSITE PLATFORM THAT CAN BE
TARGETED TO INDIVIDUAL USERS AND ENVIRONMENTS.

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Abstract of the Disclosure

10 A system and method for a uniform website platform are
provided. For a representative embodiment, a website is created
so that one or more of its web pages are subdivided into a series
of panels. Each panel is associated with a collection of inserts.
Each insert can include any combination of the objects that are
normally found on web pages, including content and applications.
15 Users request pages from the website using their browser
programs. The responding web server dynamically selects inserts
for each of the panels included in each requested page. The
selection process may be based on any number of different
selection criteria including user preferences and the country or
region associated with the web site. The web server renders the
20 selected panels to create each requested page. The dynamically
created pages are then returned to the requesting browser.

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